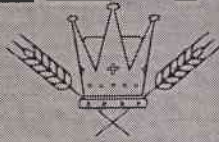


# THE MILL WHISTLE

*Fieldcrest*  
COORDINATED FASHIONS  
FOR BOYS AND GIRLS



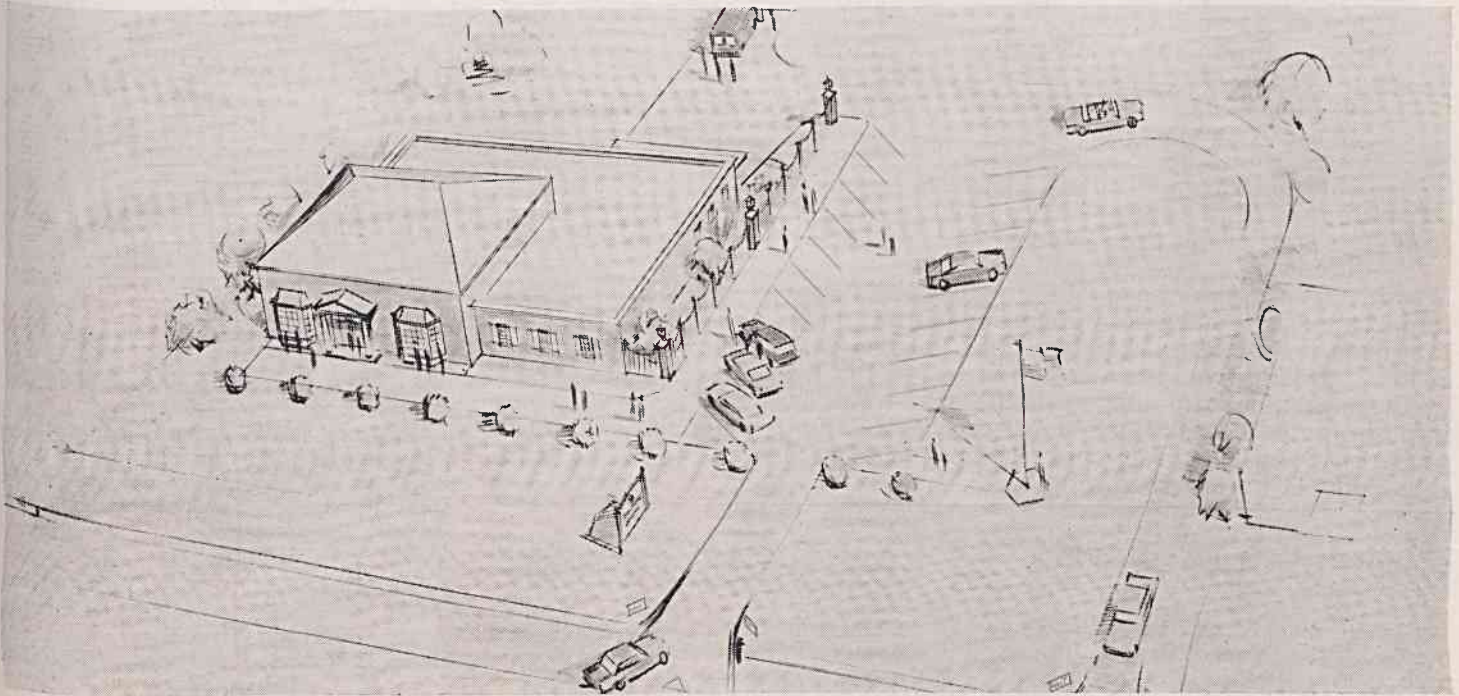
*Karastan*

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This artist's sketch gives an idea of how the proposed Fieldcrest Store in its setting on new Highway 14 will look from the air.

## Company To Build New Fieldcrest Store

Plans to build a beautiful, modern Fieldcrest Store to include a complete Fieldcrest Shop similar to those found in the better stores in large cities are announced by Harold W. Whitcomb, president of Fieldcrest Mills, Inc.

Expected to become a tourist attraction that will bring visitors to the Tri-Cities from all parts of the country, the Fieldcrest Shop will display all five lines of domestics products and will sell all current merchandise in each line.

Another section of the Store will be a genuine bargain department, called the Thrift Shop, which will sell seconds, thirds, discontinued styles, etc., such as are now sold by the Employees Store.

Fieldcrest merchandise will be sold to the public at the regular retail prices as in retail stores throughout the nation. However, bona fide Fieldcrest employees will be issued cards which will entitle them to substantial employee discounts when purchasing for their own use or for their immediate families.

Mr. Whitcomb said the Fieldcrest Store will not sell rugs larger than the 4.5 x 6 size. "We have two fine local dealers, the Pace-Stone Furniture Company, in Leaksville, and the Wall Fur-

niture Company, in Spray, who are doing good jobs, and we have no intention of going into that field," he said.

Income from the Fieldcrest Store will go to the Fieldcrest Foundation for continuing its work of supporting local institutions such as YMCA's, the Boys' Club and other organizations which contribute to the welfare of Fieldcrest employees and the community, scholarships and other worthwhile purposes.

### Foundation Provides Scholarships

The Foundation, a non-profit organization for the promotion of religious, charitable, scientific, literary and educational causes, already has provided five scholarships for employees or children of employees and will give a minimum of two additional scholarships each year in the future.

The Foundation has helped build swimming pools, provide bowling alleys and other equipment for YMCA's and

has assisted in extensive improvements to recreation facilities at playgrounds in all parts of the Tri-Cities.

"We hope that the operations of the Store and of the Canteen Service operated by the Company will increase and will enable us to do even more in the future than we have in the past for the benefit of employees and the entire community," Mr. Whitcomb said.

### Site Is Being Cleared

The Fieldcrest Store will be constructed on a site fronting on new Highway 14, adjoining and south of the Bowling Center. The site is being cleared and it is hoped that the bids can be received and the contracts let by September 1, with construction completed by early 1962.

The Store will be the most beautiful and modern facility of its kind in this part of the country. It will be in Colonial architecture using oversize antique colonial brick and will have white columns at the front and a large bay window on each side of the entrance.

Built in an attractive setting, the  
(Continued on page eight)